

AMERICA NOW AT POINT WHERE SHE MUST PUT HER IDEALS INTO ACTION

President Wilson So Declares in Citing
Duty of U. S. to Vindicate Justice.

PHILADELPHIA, June 30.—President Wilson, in addressing the ad men's convention yesterday afternoon, spoke as follows:

"You will understand that I have not come here to make an extended address. I do not need to explain to you the circumstances which made it impossible that I should prepare an extended address; but I count myself very fortunate to be able to leave my duties at Washington long enough to face this interesting company of men who have the very fine conception that it is their duty to lift the standards and ideals of their profession."

"I understand, gentlemen, that you have associated yourselves together in order to promote candor and truth in the advertisement of your business."

"I wish very much, gentlemen, that the standard of business as well as the standard of politics, I want to challenge your attention to the moment to this aspect of your activities."

Must Put Ideals Into Action.

"I do not see how a man can devote himself to candor and truth in the promotion of a particular business without studying the life of the great nation to whom he addresses his advertising. I do not see how a man can fail, having established the horizon of his business where the great hills of truth lie, to lift his eyes to the great multiple of laboring men and striving women who constitute a great nation like ours, and in the very act of addressing them get in his own mind a consciousness some part of the impulse of their life. You cannot commend your business to people that you do not understand, and you cannot understand the people of the United States without wishing to serve them."

"So I come to you with this thought. America is at a point, gentlemen, where it is more than ever necessary that she should understand her own ideals not only, but ready to put them into action at any cost."

Must Renew Example.

"It is one thing to entertain fine principles and another thing to make them work. It is one thing to entertain them in the formulas of words like the splendid words which were uttered and gave distinction to this ancient and historic building behind me, but it is another thing to do what the great men did—make these words live in the acts of their lives. And America is summoned in each new generation to renew not only the pledges that those men made, but to renew the example which they gave to the world."

"I am not interested, and I beg that you will believe me when I say that I never have been interested, in fighting for myself, but I am interested in fighting for the things that I believe in, and so far as they are concerned I am a challenger to all comers. It is important, therefore, since I am in fighting mood, to let you know what are some of the things that I do believe in."

Duty of Every American.

"So I believe most profoundly in the duty of every American to exalt the national consciousness by purifying his own motives and exhibiting his own devotion."

"I believe, in the second place, that America, the country that we put first in our thoughts, should be ready in every point of policy and of action to vindicate, at whatever cost, the principles of liberty, of justice and of humanity to which we have devoted from the first."

"You cheer the sentiment, but do you realize what it means? It means that you have not only got to be just to your fellow men, but that as a nation you have got to be just to other nations. It is not an easy thing to do. It is easy to think first of the material interest of America, but it is not easy to think first of what America, if she loves justice, ought to do in the field of international affairs."

America Should Be Just.

"I believe that, at whatever cost, America should be just to other peoples and treat other peoples as she demands that they should treat her."

"She has a right to demand that they treat her with justice and respect, and she has a right to insist that they treat her in that fashion, but she cannot with dignity or with self-respect insist upon that unless she is willing to act in the same fashion toward them."

"That I am ready to fight for at any cost to myself."

"Then, the third place, touching ourselves more intimately, my fellow citizens, this is what I believe: If I understand the life of the great central principle of it is this that no small body of persons, no matter how influential, shall be trusted with the policy and development of America."

"All Kinds of a Democrat."

"You know what you want in your business."

"You want a fair field and no favor. You want to be given the same opportunity that other men have, not only to make known what you have to sell, but to sell it under as favorable conditions as anybody else, and the principle of the life of America is that she draws her vitality not from small bodies of men who may wish to assume the responsibility of guiding and controlling her, but from the great body of thinking and toiling and planning men from whom she draws her energy and vitality as a nation."

"I believe, and this is the reason I am a democrat, not merely with a big T, but with a little d—I am all kinds of a democrat, so far as I can discover—but the root of the whole business is this, that I believe in the patriotism, energy and initiative of the average man."

"Some men say they believe in it, but when they act they show that they do not. They show that they think the only advice that it is safe to take is their own advice."

"I was not referring to any individual, but I could give you an in-group of individuals who have that opinion, namely, that it is not safe to decline to subscribe to the vitality of the nation comes out of the elected councils, where a few men determine the policy of the country."

Feels Perfectly Safe.

"I feel perfectly safe in the hands of the average body of my fellow citizens. You are bound to feel safe in their hands. If they do not believe in you, you cannot sell anything. If they do not believe in you, you cannot conduct your business."

"Your vitality comes from them to you, it does not come from you to them. The theory of government which I believe in is that the vitality of the nation comes out of the elected councils, where a few men determine the policy of the country."

"So, gentlemen, I feel at home in this company, not because I advertise, but because I have got principles that I am perfectly willing to expose to the public view, and because I want to express my sympathy with not only, but my admiration for a body of men who think it is worth while to get together in order to demand the truth."

"The only thing that ever set any man free, the only thing that ever set any nation free, is the truth."

Will Feel Infinite Reward.

"A man that is afraid of the truth is afraid of the law of life. A man that does not love the truth is in the way of knowledge and of failure, and I believe that if you will just let the vitality that is in you and the enthusiasm that is in you run beyond the confines of the business that you may be interested in, you will presently feel that infinite reward, as if the red blood of a whole nation came surging back into your own veins."

"Can you imagine, my fellow countrymen, a more inspiring thing than to belong to a free nation and make your own contribution to the great struggle that has the right and the opportunity to say what he thinks? Criticism does not hurt anybody. I heard an old politician once say to his son, 'John, don't bother your head about lies and slanders; they will take care of themselves, but if you ever hear me denying anything, you make up your mind that it is so.'"

"And when you see a man wincing under criticism you may know that something hit him that was so. And, therefore, when they are saying things that are not true there is no credit in keeping your head and not minding it."

"I have said an inveterate confidence in the ultimate triumph of the truth that I feel, with old Dr. Oliver Wendell Holmes, that the truth is no invalid, and you need not mind how roughly you handle her. She has got a splendid constitution, and she will survive every trial and every labor."

Plea for Ideals in Business.

"I have come, therefore, as I have abundantly shown you, not to make a formal speech—if I could show you some of the things I have been obliged to do before I came here, you would know that I could not possibly make a speech up—merely to show my profound interest in a body of men who are not only devoted to business, but devoted to ideas."

"Business is all right, so long as it is not sordid, and it cannot be sordid if it is shot through with ideals. A man, no matter how humble his business, can hold his head up among the princes of the world if, as they ought to do, he will think of himself as the servant of the people and not as their master, as one who would serve and not one who would govern."

"I congratulate you, my fellow citizens, upon the ideals of a profession which can lower or exalt business, as you choose, and which you have chosen to employ for its exaltation. I came away from Washington to look into your faces and get some of the enthusiasm which I always get when I come away from officials and touch hand to hand with great bodies of the free American people."

PRESIDENT WILSON IN 'FIGHTING MOOD'

Declares Nation, "At Whatever Cost," Must Vindicate Its Principles.

PHILADELPHIA, June 30.—President Wilson, describing himself as "in a fighting mood," enunciated yesterday afternoon to a large crowd in Independence Square his conception of some of the cardinal American ideals. He declared that America in dealing with other nations, must "vindicate at whatever cost" its principles of liberty, justice and humanity; that "America first" must be translated into action, exalting it above all selfish interests; and that the nation's policy and development must be guided by the whole people and not by any small group.

Applause repeatedly interrupted the address. The crowd liked particularly the President's declaration that American principles must be vindicated in dealing with other nations, which apparently was interpreted as referring to the Mexican situation. At no time, however, did Mr. Wilson mention Mexico or any other foreign nation directly.

Declaration of Policy.

"I believe," the President said, "that America, the country we put first in our thoughts, should be ready in every point of policy and of action to vindicate, at whatever cost, the principles of liberty, of justice and of humanity to which we have devoted from the first."

"I believe that, at whatever cost, America should be just to other peoples and treat other peoples as she demands that they should treat her. She has a right to demand that they treat her in that fashion, but she cannot with dignity or with self-respect insist upon that unless she is willing to act in the same fashion toward them."

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Regardless of Price or Value
Summer Millinery Must Go
Tomorrow's Special Inducement Will Be
300 TRIMMED HATS—
Values Up to \$12.50, Choice at... \$5



Second Floor—Lansburgh & Bro.

All are in the very smartest models every wanted shape and style. Some of them are copies of imported hats, others are by the most noted New York milliners. Still others are clever adaptations from our own workroom. Every one an extraordinary value. Be here at store opening as first choice is worth the extra in order to get the truth.

Panama Hats, Sport Hats
95c to \$5.00

Hundreds and hundreds of them in every conceivable shape, color, material and combination. The hat you'll want for the outing for the 4th of July is here, and you will find by comparison the price is the most reasonable in the city.

Washington's Fastest Growing Department Store
LANSBURGH & BRO.

Open Till 6 P.M. Saturdays

Toilet Needs

Physicians and Surgeons' Soap, 10c value. A cake... 18c
Welch's Talcum Powder, 1-lb. can; 25c value... 39c
D. & R. Cold Cream, 50c value... 25c
Mary Garden Extract, a small phial for... 18c
Rubber Dressing Combs, 25c value... 50c
Kolyons Tooth Paste, 25c value; 3 for... 15c
Woodbury's Facial Soap, 25c value... 33c
Loblache Face Powder, all tints; 50c value...
Main Floor—Lansburgh & Bro.

Nemo Vacation

Corsets
At \$2.00
These are made of fine quality batiste, in medium and low bust styles, with rubber at back; long hips, with hose supporters; all sizes, 20 to 30, and very special at \$2.00.
Third Floor—Lansburgh & Bro.

Stylish Wash Dresses, \$4.85
Sizes 16 to 44—\$7.50 Values at...

Women's and Misses' Wash Dresses of colored voiles, in the popular sport models; Russian blouse styles with full skirt and black velvet belt. There are only 200 in the lot, and as they are extraordinary values would advise you to be here at store opening.

Plain and Embroidered Voile White Dresses
Sizes 16 to 44—\$8.00
Values at... **\$6.55**

These are of extra fine quality voiles and made in the most popular styles. One model has deep embroidered flounce skirt and peplum on waist, with vestee and silk ribbon girdle. Another one with the large collar on waist and skirt trimmed with tucks and wide lace insertion and silk ribbon girdle. There are several other models equally as pretty.

300 Middy Blouses for women, misses and children; sizes 6 years to 40-in. bust.
For one day only, values to \$1.50. Choice.
Misses' and Children's Middy Skirts, in plain white or pink and blue stripe effects; plain flare models with pockets, also full plaited styles. Children's sizes, 6 to 14 years. Misses' sizes, 25 to 29 waist. \$1.50 values.
Misses' and Children's Khaki Skirts and Middy Blouses, in sizes 12 to 20. Special at each... \$1.00

\$2.50 Bathing Suits, \$1.55
Women's and Children's Bathing Suits, trimmed with red piping, blouses attached; sizes 36 to 48.
Second Floor—Lansburgh & Bro.



Economies Galore in Fourth of July Needs
Alluringly Low Prices on Things You Will Need to Make the Holiday a Pleasant One—Profit by These Big Savings

THE GREATEST OF SHIRT SALES
"Greater than Ever"

Judged From Any Angle, It Stands Paramount as Washington's Foremost Shirt Sale—Offering Thousands of High-Grade Summer Neglige Shirts That Are

Every table in our Men's Wear Shop is given over to the display of the thousands of shirts which, from diversity of materials, patterns and colorings, as well as the faultless fit and workmanship, will make this event one long to be remembered by the many friends and patrons of this popular department of our establishment.



Men's Wear Shop—Main Floor
Direct Street Entrance

EVERY WANTED and DESIRABLE SHIRTING is represented despite the steadily increasing scarcity in the market. Numbered among them are such favored fabrics as Woven and Printed Madras—Jacquard Cloths—Fancy Oxfords—Poplins—Seersuckers—Crepe Cloths—Silk-like Doucetines and a score of other popular mercerized fabrics.

THE RANGE OF PATTERNS IS EXHAUSTIVE, offering choice unlimited of bold or conservative effects in both light and dark grounds.

Extra Salespeople—Shirts arranged for easy selection. Don't fail to see the three big show windows given over to a mammoth display.



Represented are the Regulation Neglige styles, with soft or laundered cuffs, and a score of styles in the popular Sport Shirts. Sizes range from 13½ to 18, with an equally wonderful choice in each and every size.

Special Notice

Our Men's Wear Shop will open promptly at 8 a.m. tomorrow morning for the convenience of our many customers who find it impossible to shop during the later hours of the day.

No Matter What Kind of Weather,
Attend This Wonderful Shirt
Sale Tomorrow

Every shirt is absolutely perfect—fast color and cut over generously full patterns, proportioned to fit and drape perfectly. Workmanship and finish are beyond criticism, as only the most reliable makers have contributed their choicest to the success of this gala event.

Sale of Boys' Two-Pants Suits

BLUE SERGE SUITS, \$5
All With Two Pairs Pants;
Regular \$8.00 Values.

Guaranteed All-wool, Fast-color Blue Serge Suits, in the new Balkan Norfolk models; nicely tailored. Every suit has two pairs full-lined knickerbockers. Sizes 6 to 12 years, and regular \$8.00 values.

Boys' Two-Pants Suits, \$4.44
Values to \$9.00, Choice, at...

These are made of fine cassimere fabrics in a large variety of the newest patterns and colors. Choice of checks, stripes and plain colors. Every suit with two pairs of pants, in sizes 6 to 18 years.

The Wash Suit Sale Continues
With the Cutest Togs You Ever Saw at the Prices
Complete Assortments of Styles and Colors

Boys' Wash Suits **Boys' Wash Suits**
Sizes 2½ to 7 yrs. **89c** Sizes 7½ to 7 yrs. **\$1.19**
Values to \$2.00... Values to \$3.50...

All Materials—All Styles—All Colors
Every Suit Guaranteed for Color

Third Floor—Lansburgh & Bro.

Children's Madras

Dresses

At 50c

An unusual value in Children's Madras Dresses. They are of extra quality, in all-white or white trimmed with pink or blue, in sizes 2 to 6 years.

Children's White Dresses, of fine quality lawn, French and empire styles, prettily trimmed with lace and embroidery. Sizes 2 to 6 years; very special, at... 98c

Children's Hats

Values Up to \$4.00

At 69c to \$1.95 Ea.

Children's Hats, of Milans, hems and fancy straw, prettily trimmed with velvet and flowers.

Third Floor—Lansburgh & Bro.

Will of Mrs. Annie C. Eisinger.

The will of Mrs. Annie C. Eisinger, dated November 15, 1915, has been offered for probate. Bequests of \$1,000 each and certain jewelry are given to her children, William C. Eisinger, Florence and Frank Eisinger. A pair of diamond earrings are left to her daughter-in-law, Mrs. W. C. Eisinger. The remaining estate is to be distributed equally among the children, William C. Eisinger is named as executor.

Motor Caps, \$2.95

A great variety of Motor Caps of fine silk-mixed materials, trimmed in braid or straw. Choice of green, coral and Copenhagen.

Motor Caps of cotton novelty materials, in several styles and colors, at... 50c

Chiffon Vests in all the wanted shades for summer wear, at... 95c

Main Floor—Lansburgh & Bro.

New Neckwear

For the July 4th Outing

50c Sport Neckwear, 35c

A large assortment of the new Sport Collars in plain or striped effects, with frills of fine lawn and chiffon.

The New Large Collars

At 50c—\$1.00—\$1.50

A complete showing of the large collars in all the newest styles and shapes. Choice of net, organdy and georgette crepe.

Oriental Lace Vestees, with flat or wired collars, in white or ecru. Special, at... 50c

Motor Caps, \$2.95

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Main Floor—Lansburgh & Bro.

Children's Madras

Dresses

At 50c

An unusual value in Children's Madras Dresses. They are of extra quality, in all-white or white trimmed with pink or blue, in sizes 2 to 6 years.

Children's White Dresses, of fine quality lawn, French and empire styles, prettily trimmed with lace and embroidery. Sizes 2 to 6 years; very special, at... 98c

Your 4th of July Needs in
Gloves, Hosiery & Knit Underwear

Can best be supplied here, where assortments are complete and the prices are always the lowest.

89c 16-Button Silk Gloves, pair... 65c

Women's 16-button Extra Quality Silk Gloves, in black or white; all sizes; double-tipped fingers and full-cut arms; 89c value... 65c

Women's Combinations, in low-neck, sleeveless, light-knee or lace-trimmed style; crocheted or band top; regular sizes... 49c

Extra Sizes, 59c

Women's Fiber Silk Hose, in black or white; high fiber boot finished with lisle tops and garter hem; seamless, reinforced feet... 29c

Lansburgh "Lily" Silk Hosiery, pair... 69c

The greatest Silk Hosiery value of the day offered at a concession during this sale. Choice of white and a score of wanted plain shades; fully fashioned, reinforced at points of wear and finished with garter hem.

Main Floor—Lansburgh & Bro.

You'll Want a New Blouse

For the 4th of July Outing

Our assortments are complete and prices most reasonable. These special values are offered for tomorrow's shoppers.

Georgette Crepe Waists
Regular \$4.00 **\$2.98**
Values, at... \$2.98

An Extra Heavy Quality, All-silk Georgette Crepe, in the very smartest styles, with plain and ruffled frills and satin trimmings. A very special value, at \$2.98.

\$3.00 Voile and Lingerie Waists, \$2.25

New and Stylish Waists of fine quality voile and lingerie, with lace and embroidery frills, also beautiful models in white and flesh color, trimmed with tucks and fllet lace.

Dress Blouses, at \$3.98

Beautiful Dress Waists of voile, batiste, dimity and French lawn, daintily trimmed with val. fllet and Venice laces, also hand-embroidered effects—and the newest frills and collars.

Third Floor—Lansburgh & Bro.



Special Values in

Bathers' Requisites

16c

Rubber Bathing Caps, with shirred bands; all colors; 25c values, at...

25c

Rubber Bathing Caps, extra sizes with Dresden bands; all colors, at...

25c

Diving and Swimming Caps, in all colors, at...

45c

Fancy Bathing Caps in a number of styles and colors; extraordinary values at...

45c

Bathing Shoes and Slippers, with Mackay soles; all colors and sizes, at...

45c

Bathing Slippers in black and white. A pair, at...

23c